

AMENDMENTS TO THE CLAIMS

9. (Original) A window object manifested within a windows based content manifestation environment provided within a web browser client, comprising:
a content manifestation area configured to dynamically manifest advertising content received from an advertising content source via an electronic data network.

10. (Original) The window object according to claim 9, wherein said content manifestation area is configured to dynamically receive content from at least one advertising content source.

11. (Original) The window object according to claim 9, wherein said content manifestation area is configured to continuously receive and manifest a content stream.

12. (Original) The window object according to claim 9, wherein said content manifestation area is moveable and draggable within a content manifestation environment provided by a WWW browser.

13. (Original) The window object according to claim 9, wherein said content manifestation area corresponds to a section of a screen within a content manifestation environment provided by a WWW browser.

23. (Original) A controllable window object manifested within a content manifestation environment provided within a web browser client, comprising:
a content manifestation area configured to dynamically manifest advertising content received from an advertising content source via an electronic data network; and
a control facility configured to control display attributes associated with said content manifestation area.

24. (Original) The controllable window object according to claim 23, wherein said content manifestation area is configured to dynamically receive content from at least one advertising content source.

25. (Original) The controllable window object according to claim 23, wherein said content manifestation area is configured to continuously receive and manifest a content stream.

26. (Original) The controllable window object according to claim 23, wherein said content manifestation area is moveable within a content manifestation environment provided by said WWW browser client.

27. (Original) The controllable window object according to claim 23, wherein said content manifestation area corresponds to a section of a screen within a content manifestation environment provided by a WWW browser client.

28. (Original) The controllable window object according to claim 23, wherein said control facility permits said content manifestation area to be maximized.

29. (Original) The controllable window object according to claim 23, said control facility permits said content manifestation area to be minimized.

30. (Original) The controllable window object according to claim 23, wherein said control facility permits said content manifestation area to be re-sized.

31. (Original) The controllable window object according to claim 23, wherein said control facility permits said content manifestation area to be closed.

32. (Currently Amended) A system for providing a dynamic content window within a windows based content manifestation environment provided within a web browser, comprising:

a server system configured to transmit a software system and data related to a content source via an electronic data network; and

a web browser client operating within a data processing system that is coupled to said server system via the electronic data network and having a content manifestation environment, said web browser client operative to receive said software system and said data, to process said software system and said data to produce a controllable window object within said content manifestation environment of said web browser client, said controllable window object configured to dynamically manifest therein content received from said content source in accordance with said data.

33. (Original) The system according to claim 32, wherein said software system includes instructions related to the size and placement of said controllable window object within said content manifestation environment.

34. (Original) The system according to claim 32, wherein said content source includes full motion video content.

35. (Original) The system according to claim 32, wherein said content source includes an audio feed.

36. (Original) The system according to claim 32, wherein said electronic data network is the Internet.

37. (Original) The system according to claim 36, wherein said web browser client accesses said content source via the Internet to receive content to be dynamically manifested within said controllable window object.

38. (Original) The system according to claim 32, wherein said web browser client accesses said content source more than one time to receive corresponding different content to be dynamically manifested within said controllable window object.

39. (Original) The system according to claim 32, wherein said controllable window object further includes a control facility that permits said controllable window object to be minimized.

40. (Original) The system according to claim 32, wherein said controllable window object further includes a control facility that permits said controllable window object to be maximized.

41. (Original) The system according to claim 32, wherein said controllable window object further includes a control facility that permits said controllable window object to be re-sized.

42. (Original) The system according to claim 32, wherein said controllable window object further includes a control facility that permits said controllable window object to be closed thereby preventing dynamic manifestation of said content within said controllable window object.

43. (Original) A method for providing a controllable window object within a windows Lased content manifestation environment provided within a web browser, comprising the following steps:

from a server system, transmitting a software system and data related to a content source via an electronic data network;

at a web browser client operating within a data processing system that is coupled to said server system via the electronic data network, receiving said software system;

processing said software system and said data to produce a controllable window object within a content manifestation environment provided by said web browser; and

dynamically manifesting said content within said controllable window object in accordance with said data.

44. (Original) The method according to claim 39, wherein said software system includes instructions related to the size and placement of said controllable window object within said content manifestation environment.

45. (Original) The method according to claim 43, wherein said data relates to a full motion video content source.

46. (Original) The method according to claim 43, wherein said data relates to an audio feed.

47. (Original) The method according to claim 43, wherein said electronic data network is the Internet.

48. (Original) The method according to claim 43, wherein said web browser client accesses said content source in accordance with said data to receive content to be dynamically manifested within said controllable window object.

49. (Original) The method according to claim 43, wherein said web browser client accesses said content source in accordance with said data more than one time to receive corresponding different content to be dynamically manifested within said controllable window object.

50. (Original) The method according to claim 43, further comprising the step of providing a control facility to correspond to said controllable window object, said control facility permitting said controllable window object to be minimized.

51. (Original) The method according to claim 43, further comprising the step of providing a control facility to correspond to said controllable window object, said control facility permitting said controllable window object to be maximized.

52. (Original) The method according to claim 43, further comprising the step of providing a control facility to correspond to said controllable window object, said control facility permitting said controllable window object to be re-sized.

53. (Original) The method according to claim 43, further comprising the step of providing a control facility to correspond to said controllable window object, said control facility permitting said controllable window object to be closed.

54. (Original) A system for providing a dynamic content window within a windows based content manifestation environment provided within a web browser, comprising:

a server system configured to transmit a software system and data related to a content source via an electronic data network; and

a web browser client operating within a data processing system that is coupled to said server system via the electronic data network and having a content manifestation environment, said web browser client operative to receive said software system and said data, to process said software system and said data to produce a window object within said content manifestation environment of said web browser client, said window object configured to dynamically manifest therein content received from said content source in accordance with said data, said window object being under the direct control of the web browser.

55. (Original) The system according to claim 54, wherein said software system includes instructions related to the size and placement of said controllable window object within said content manifestation environment.

56. (Original) The system according to claim 54, wherein said content source includes fill motion video content.

57. (Original) The system according to claim 54, wherein said content source includes an audio feed.

58. (Original) The system according to claim 54, wherein said electronic data network is the Internet.

59. (Original) The system according to claim 58, wherein said web browser client accesses said content source via the Internet to receive content to be dynamically manifested within said controllable window object.

60. (Original) The system according to claim 54, wherein said web browser client accesses said content source more than one time to receive corresponding different content to be dynamically manifested within said controllable window object.

61. (Original) The system according to claim 54, wherein said controllable window object further includes a control facility that permits said controllable window object to be minimized.

62. (Original) The system according to claim 54, wherein said controllable window object further includes a control facility that permits said controllable window object to be maximized.

63. (Original) The system according to claim 54, wherein said controllable window object further includes a control facility that permits said controllable window object to be re-sized.

64. (Original) The system according to claim 54, wherein said controllable window object further includes a control facility that permits said controllable window object to be closed thereby preventing dynamic manifestation of said content within said controllable window object client.